

Hello FCC -

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation. I do believe that the media has a huge roll in influencing public opinion and owners of companies that service huge parts of any geographic area should have to adhere to some rules.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

If Sinclair choose to run an anti-Kerry piece, then they should run an anti-Bush piece right afterwards to show both sides of public opinion.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. The companies should have to disclose who owns a majority of their company and if they have made any campaign contributions or huge gifts of money to any "cause" (soft money toward certain candidates). They should be required to say this right before they air something that could influence the outcome of a campaign. They should have to disclose this information once again right after the segment is finished!

Thank you.

Gail Selleg